Train the trainer

Communication and training activities (ASCENT)

2nd Training in Saltillo, MEX

17-20th of December 2018

GABRIEL IZARD GRANADOS (UAB)

Objectives of the sessions

To identify the **present** business **communication bases** in the context of the relationships between the company and university world

To analyze **communication practices** in the relationship between companies and the University, as from present and future activities

Inquire about communication **difficulties** in the relationship University-Company

Review **the specific tools** for the development of communication and channel identification aspects

Agenda

1- Work guidelines in university-industry collaboration (ASCENT)

2.- Questions about present company communication bases

3.- Keys of company change

4.- Specific communication tools

5. Some communication difficulties in the relationship University-Company

ASCENT topics (gap Report)

1- Trends in engineering careers

2.- Train the trainer identifying collaboration opportunities

3.- Soft skills

4.- Test bays

Identification of University - Industry collaboration opportunities (ASCENT PAGE 6 GAP REPORT)

1- Involve company areas

2.- Exchange contacts

3.- Make resources available

4.- Have a common framework and cooperation rules

5.- Communication about training activities

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Agenda

1- Work guidelines in university-industry collaboration (ASCENT)

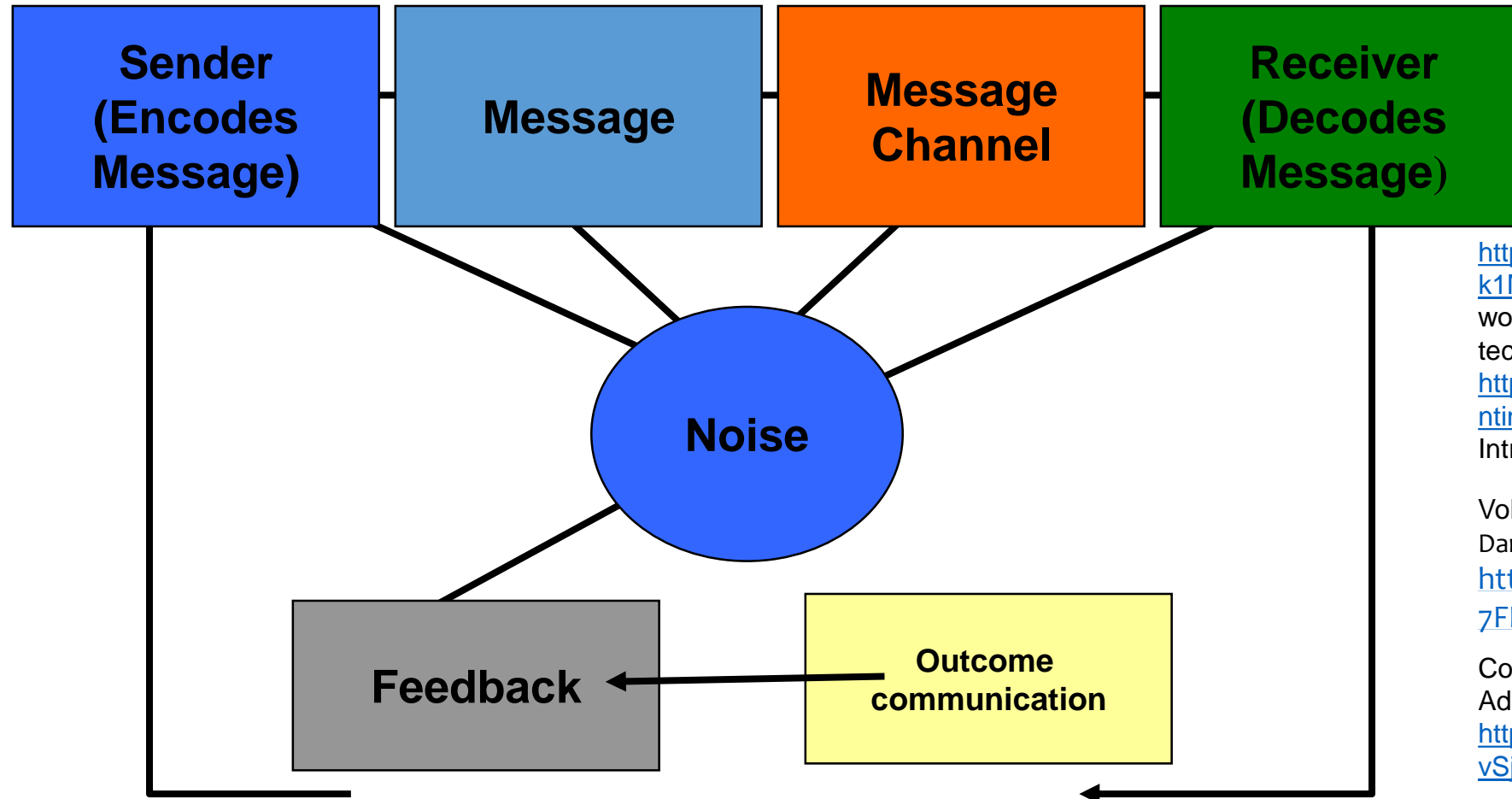2.- Questions about present company communication bases

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Questions about present company communication bases

Sender (Encodes Message) — **Message** — **Message Channel** — **Receiver (Decodes Message)**

Noise

Feedback ← **Outcome communication**

https://www.youtube.com/watch?v=NrmMk1Myrxc Introducing Amazon Go and the world's most advanced shopping technology (1:49)
https://www.youtube.com/watch?time_continue=114&v=8sF868SJSrE (1:54) Introducing Monoprix Livraison à domicile

Volvo Trucks - The Epic Split feat. Van Damme (1:17)
http://www.youtube.com/watch?v=M7FIvfx5J1o

Coca cola Creates First Ever Drinkable Advertising Campaign (1:19)
https://www.youtube.com/watch?v=980x7vSjy1U

Coca-Cola Zero – Mecanico 1:08
http://www.youtube.com/watch?v=5UVZs4bheM0&feature=player_embedded

Questions about present company communication bases

The changes

Communication effectiveness

The interlocutors

New channels

1. How should I address communication in the face of **changes**?
2. Which are the key items that require a company **reaction**?
3. How do I question my business without damaging my **image**?
4. How do key items affect business **communication**?
5. How is communication managed **efficiently**?
6. How do I take care of **relationships** with my interlocutors through communication?
7. What new **interlocutor** adds relevant value to me?
8. Which are the **image** and level of confidence I get with my way of communicating?
9. Which are the most relevant advantages of omnidirectional and **omni-channel communication**?
10. How do I address communication in the face of the **digital challenge**?

Agenda

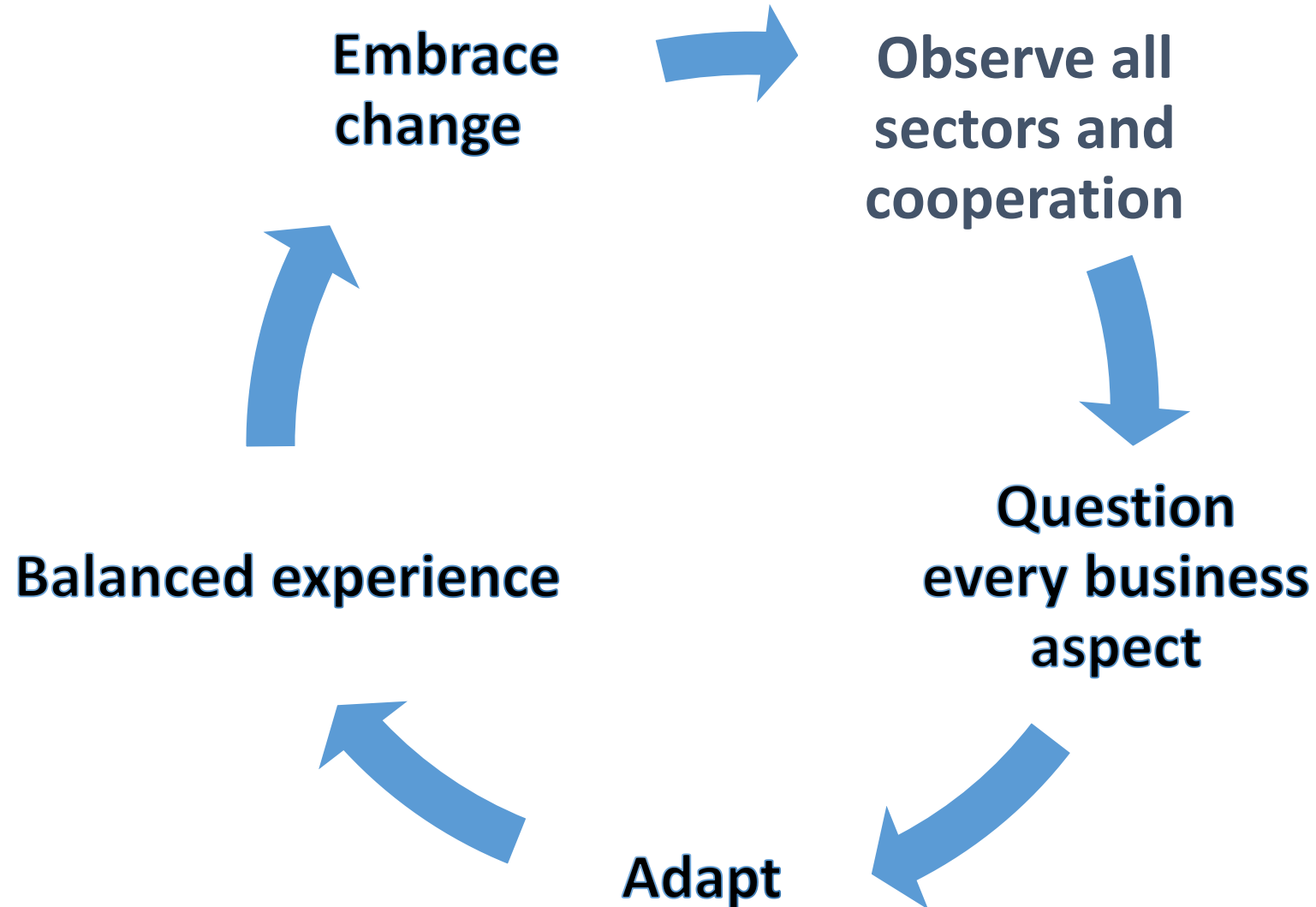1- Work guidelines in university-industry collaboration (ASCENT)

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Keys of company change

Embrace change → **Observe all sectors and cooperation**

Question every business aspect

Adapt

Balanced experience

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01 Coca-Cola	02 IBM	03 Microsoft	04 GE	05 NOKIA	06 TOYOTA	07 intel	08 McDonald's
+2% 66,667 $m	+3% 59,031 $m	+1% 59,007 $m	+3% 53,086 $m	+7% 35,942 $m	+6% 34,050 $m	+1% 31,261 $m	+6% 31,049 $m

09 Disney	10 TOP GROWING Google	11 Mercedes	12 hp	13 BMW	14 Gillette	15 American Express	16 LOUIS VUITTON
0% 29,251 $m	+43% 25,590 $m	+9% 25,577 $m	+6% 23,509 $m	+8% 23,298 $m	+8% 22,689 $m	+5% 21,940 $m	+6% 21,602 $m

17 CISCO	18 Marlboro	19 citi	20 HONDA	21 SAMSUNG	22 H&M	23 ORACLE	24 TOP GROWING Apple
+12% 21,306 $m	0% 21,300 $m	-14% 20,174 $m	+6% 19,079 $m	+5% 17,689 $m	NEW 13,840 $m	+11% 13,831 $m	+24% 13,724 $m

25 SONY	26 pepsi	27 HSBC	28 NESCAFÉ	29 Nike	30 UPS	31 SAP	32 DELL
+5% 13,583 $m	+3% 13,249 $m	-3% 13,143 $m	+1% 13,056 $m	+6% 12,672 $m	+5% 12,621 $m	+13% 12,228 $m	+1% 11,695 $m

33 Budweiser	34 Merrill Lynch	35 IKEA	36 Canon	37 J.P.Morgan	38 Goldman Sachs	39 Kellogg's	40 TOP GROWING Nintendo
-2% 11,438 $m	-21% 11,399 $m	+8% 10,913 $m	+3% 10,876 $m	-6% 10,773 $m	-3% 10,331 $m	+4% 9,710 $m	+13% 8,772 $m

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A markedly different looking Top 10

FY2001

1. Wal-Mart
2. Carrefour
3. Ahold
4. Home Depot
5. Kroger
6. Metro
7. Target
8. Albertson's
9. Kmart
10. Sears

FY2016

1. Wal-Mart
2. Costco
3. Kroger
4. Schwarz Group
5. Walgreens Boots Alliance
6. Amazon
7. Home Depot
8. Aldi Group
9. Carrrefour
10. CVS Health

Wal-Mart has retained its pole position at the top of the retailer leader board for over 20 years.

Only 4 of the Top 10 retailers in FY2016 were on the Top 10 list in FY2001.

Amazon has skyrocketed from No. 157 in FY2001 to No. 6 in FY2016 as its retail revenue approaches US$100B.

Europe loses ground to Asia Pacific and some emerging markets

Struggling European economies, Brexit and weak performances by some big European-based retailers in recent years, including the grocery sector—caused Europe's share of Top 250 revenues to drop from 39.4% to 33.8% in just 10 years.

Retailers from China, Japan and the rest of Asia Pacific are gaining ground, along with some players from emerging markets in Africa and the Middle East.

Changing share of Top 250 retail revenue, FY2006 to FY2016
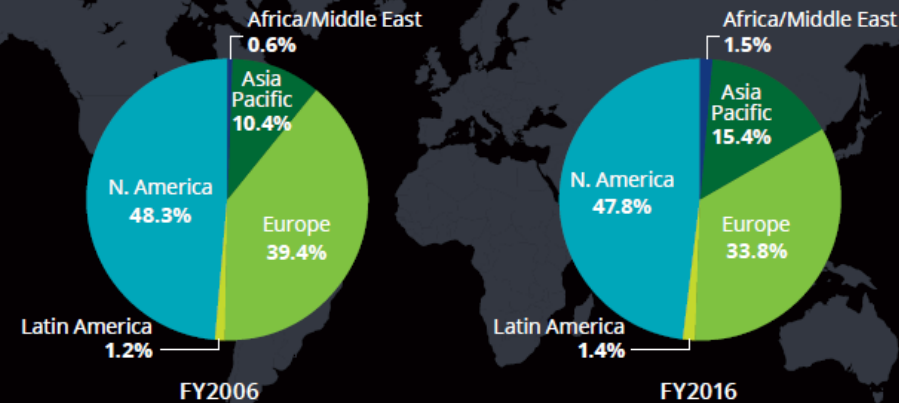
FY2006
- Africa/Middle East 0.6%
- Asia Pacific 10.4%
- N. America 48.3%
- Europe 39.4%
- Latin America 1.2%

FY2016
- Africa/Middle East 1.5%
- Asia Pacific 15.4%
- N. America 47.8%
- Europe 33.8%
- Latin America 1.4%
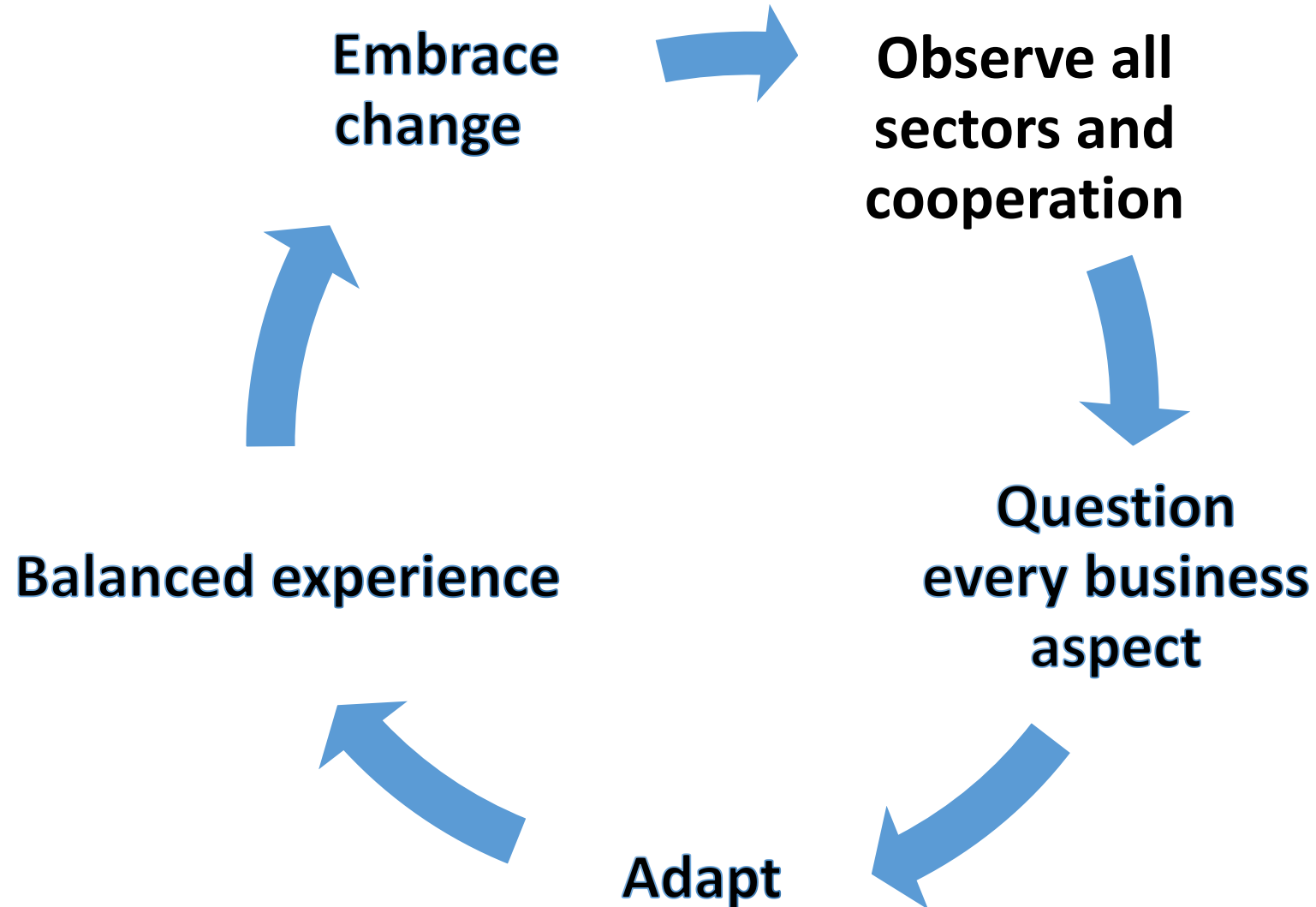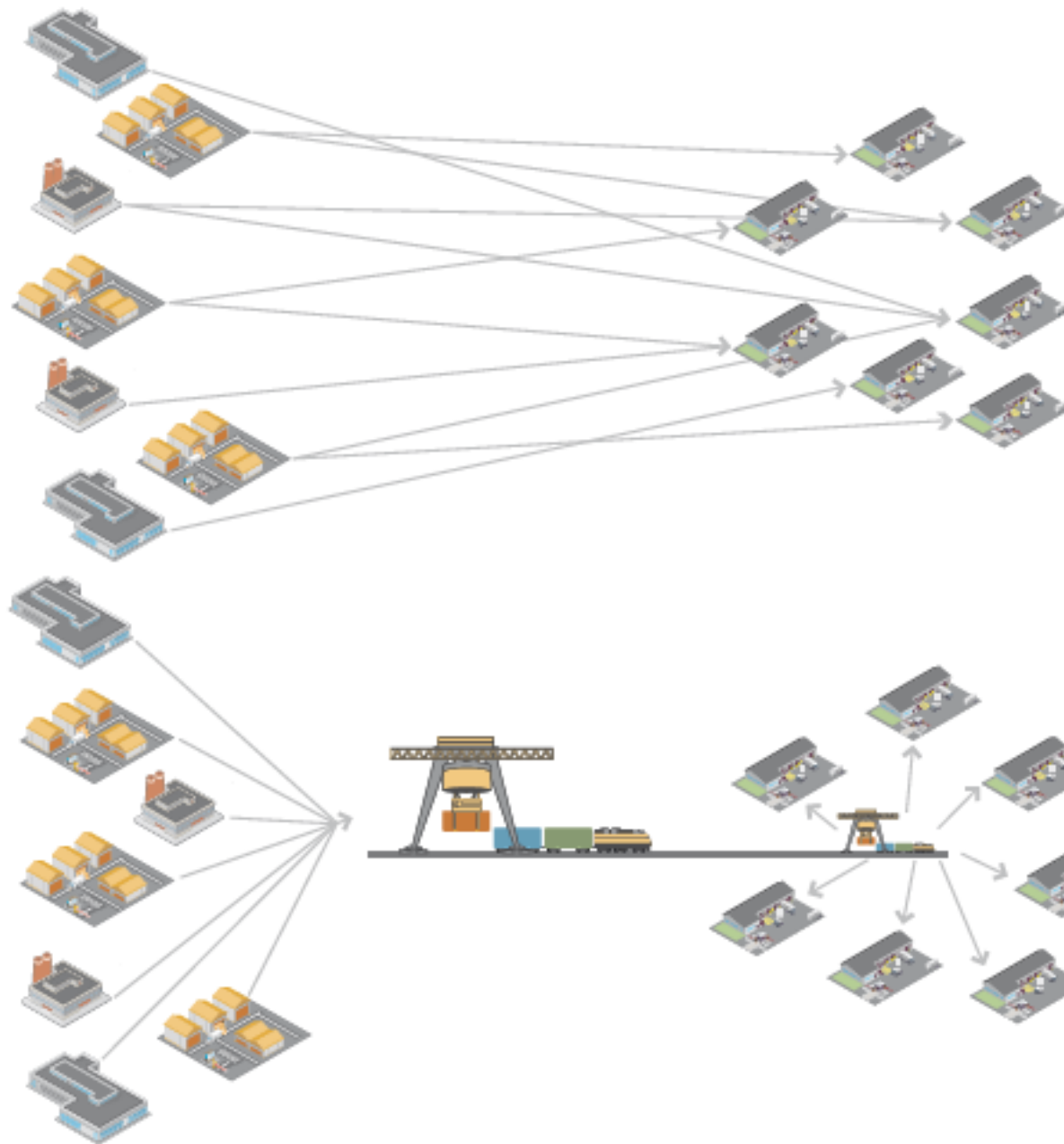
- **AS-IS: 100% Road Transport**
  - Over longer term diesel prices will rise
  - German MAUT (road tax) will increase
  - CO_2 taxation – EU regulations
  - Congesetion increase (unreliable transit times)
  - Trailer theft
  - Short transit times
  - Limited timeslots for lorry transport

- **TO-BE: Multi-Modal Transport Sharing**
  - Less road KM
  - Less personnel required
  - 50%-80% less CO_2 emissions
  - Low cost, provided a critical mass
  - Longer, but more reliable transit times
  - Payload increase (24 tons → 28 tons per trailer)

Keys of company change

Embrace change

Observe all sectors and cooperation

Question every business aspect

Adapt

Balanced experience

Mercadona´s co-innovation with customers (1:33)
https://www.youtube.com/watch?v=I_RIxVLnXrw&list=PL
WVL39OE7T86WTokLASMWck_7KJHXpW5M
https://info.mercadona.es/es/actualidad/asi-es-la-
innovacion-conjunta-con-los-clientes-de-mercadona-/news

The car of the future: electrified, autonomous, shared, connected and updated. PwC report (2.05)
https://www.youtube.com/watch?time_
continue=3&v=hZFUccAZhNI

Coca-Cola Social Media Guard
http://www.youtube.com/watch?v=
_u3BRY2RF5I
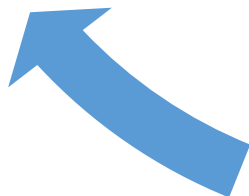
Interview on Mercadona´s innovation model (2;00)
https://www.youtube.com/watch?v=hDsCclb5tv4&i
ndex=5&list=PLWVL39OE7T86WTokLASMWck_7KJH
XpW5M

video ads for Facebook (7:53)
https://www.observatorio-
empresas.vodafone.es/articulos/pymes/videos-
publicidad-facebook-inigo-vega-the-motion/

https://www.gs1.org/industries

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Specific communication tools

5. Leadership communication

6. Speak standing

4. Communication preparation and planning

7. Perform properly

3. Permanent and reiterative communication

8. Incorporate creativity in communication

2. Make the receiver the leading player, listen actively and consider the consumer as intelligent

9. Defend against attacks, with communication tools

1. Transparency in communication

Tools

10. Count on all organization members

Agenda

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Some communication difficulties in the relationship University-Company

Questions about **people**

Questions about **knowledge exchange**

Questions about **communication**

Some communication difficulties in the relationship University-Company

Questions about people

1. What is it that moves the members of my organization or company? How does my professional **career individual plan** impact on cooperation initiatives?

2. How do present **incentives** work to motivate the creation of new relationships? How do I create new incentives that motivate network collaboration?

3. How is **academic and curricular value** of the company professionals added with these collaboration activities?

4. How can **internal movements** that favor the potential **blocking** of success cases **be minimized,** instead of the positive exploitations of learning?

Some communication difficulties in the relationship University-Company- 2

Questions about **knowledge exchange**

1. How do I protect myself from possible **misappropriation** of the value resulting from the knowledge transfer I have created?

2. How can I be **up to date** with the industry trends and needs? In which **stable channels** is knowledge exchanged for the benefit of all?

3. Which additional activities can be organized to favor positively the establishment of **exchange procedures**?

4. How do companies value **competition** among universities and in the scientific world to get even more transfer?

Some communication difficulties in the relationship University-Company- 3

Questions about communication

1. Who is the **leading player of the communication** on making collaboration contracts or agreements and how is it encouraged?

2. **How** are the different components of the research groups involved in transfer and communication tasks?

3. How and when can I **get communication means and influential people involved** in relationship support?

4. What **communication elements** should be launched to strengthen relationships? What efforts should be made so that the **message** is appropriately drafted and sent for the purpose of the relationship?

5. What background "**noises**" may distort positive messages in the communication of cooperation? How can they be managed?

Reminder - University - Industry collaboration work guidelines (ASCENT PAGE 6 GAP REPORT)

- 1- Involve company areas
- 2.- Exchange contacts
- 3.- Make resources available
- 4.- Have a common framework and cooperation rules
- 5.- Communication about training activities

Debate and questions

How **important** is **communication** for the transformation of training for engineers to adapt to present needs?

Which are the **social changes** relevant for training interventions for engineers?

How are engineer training activities oriented and **directed** towards **companies** demands? How are industry demands directed towards the **university**?

What **communication elements** should be developed to consolidate good agreement between training activities and industry needs?

What mechanisms should be considered to consolidate relationship practices where a **permanent information and communication flow** is generated and kept for training activities based on the changes of industry needs?

Which are the **real experiences** of our university environment in communication strategies and practices regarding training aspects, with the company world around it?

How can we apply communication **improvement strategies** in our environment that last throughout time?

Thank you for your participation

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